



HEBER CREEPER

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In an attempt to measure the value of the sales solicitation program of the past sales promotion efforts, we have attempted to determine just what occurred for your benefit. We are enclosing a table of the total number of discount tickets sold, which because of the variety of packages we had, we could only deal in two types of tickets, round-trip and one-way, child and adult. However, we did keep track of the number of tickets turned in, some of the different types of promotional efforts that occurred during each year, and the percent of increase is as follows:

1975 Special Promotion:

<u>.A.G.</u>	<u>Hill Air Force Base</u>	<u>Happening</u>	<u>Deseret Federal</u>
762	101	452	79

1976 Special Promotion:

<u>A.G.</u>	<u>Hill Air Force Base</u>	<u>Happening</u>	<u>Deseret Federal</u>
1147 (+50.5%)	146 (+44.5%)	1080(+138.9%)	67 (-15.9%)

1975 Ticket Sales (Discount):

<u>Adult RT</u>		<u>Child RT</u>		<u>Adult OW</u>		<u>Child OW</u>	
5004	\$20666.52	2421	\$4987.26	1149	\$3228.69	743	\$1107.07
				Total	9317	\$29989.54	

1976 Ticket Sales (Discount):

<u>Adult RT</u>		<u>Child RT</u>		<u>Adult OW</u>		<u>Child OW</u>	
6372	\$24028.92	2792	\$5552.00	1420	\$3973.38	548	\$821.19
				Total	11,132	\$34375.49 (+14.6%)	